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## REMARKS

I. INTRODUCTION

Claims 1, 2, 5 - 10 and 12 - 19 are pending in the present application. In view of the following remarks, it is respectfully submitted that all of the presently pending claims are allowable.

II. THE 35 U.S.C. § 103(a) REJECTIONS SHOULD BE WITHDRAWN

Claims 1, 2, 5, 7 - 10, 12 and 14 - 19 stand rejected under 35 U.S.C. § 103(a) as unpatentable over U.S. Patent No. 6,490,602 to Kraemer in view of U.S. Patent No. 6,327,576 to Ogasawara. (See 6/7/07 Office Action, p. 3).

Kraemer describes a method for providing a unified toolbar across product webpages of multiple, independent retailers. (See Kraemer, Abstract). A purchase request by a user is made via the toolbar which is inserted into a source code of the webpage. (Id. at col. 3, lines 64 - 67). An enhanced functionality server fills out purchase forms (i.e., name, credit card, shipping address, etc.) after the user has indicated that he wishes to purchase a product by using the "purchase this product" service on the toolbar. (Id. at col. 3, lines 12 - 22). Alternatively, other users may view the product selected by the user and purchase the product for the user themselves. (Id. at col. 5, line 40 - col. 6, line 67).

Ogasawara describes a system by which information concerning shelf-life limitations of products is made available to a purchaser electronically. (See Ogasawara, Abstract). The information is stored on an electronic receipt used to generate and maintain an inventory control system on a home terminal. (Id. at col. 3, lines 4 - 10). The receipt is provided on an IC card or stored on a web server. (Id. at col. 4, lines 47 - 53). The terminal obtains the information directly from the IC card, or from the web server using the customer's name and ID, store name and shopping date and time. (Id. at col. 11, lines 39 - 61). To maintain a stock record of items, the terminal can automatically identify items by their RFID labels. (Id.). If the items use bar code labels, the customer must press an "IN" key to initiate download of the information. (Id.). Once the list is created, the customer reviews the list by pressing a "LIST" key. (Id. at col.

12, lines 45 - 46).

Claim 1 recites a method for manipulating receipt data comprising “*receiving, on a user computing device, a user selection of a first line item from a first electronic receipt stored on a remotely located data farm*” in combination with “*storing the list on the data farm after the selection is made*” and “*receiving a user authorization for a group of people to remotely review the list, the reviewing performed using at least one remote computing device.*” According to an exemplary embodiment of the present invention, a consumer purchases a product via a website of an e-merchant. (See Specification, p. 8, lines 1-8). After the purchase, the e-merchant may forward a record of the purchase (e.g., an electronic receipt/transaction record) to an electronic-receipts service. (*Id.* at col. 10, lines 25-31). At a time subsequent to the purchase and from a remote location, the consumer may view the electronic receipt in detail, select one or more line items therefrom and create a review list. The list may be made available for review by one or more other persons/entities. (*Id.* at col. 11, lines 1-19).

The Examiner concedes that Kraemer fails to disclose or suggest using an electronic receipt, but maintains that it would be obvious to combine the teachings of Kraemer with Ogasawara, which does teach electronic receipts. According to the Examiner, this is desirable because it would “enhance ... Kraemer’s system of using the past record of product selections to create [an] electronic gift list/registry.” (See 6/7/07 Office Action, p. 5). Applicants respectfully submit that Kraemer does not in fact teach or suggest using past product selections in the manner suggested by the Examiner, and therefore it would not be obvious to combine Kraemer and Ogasawara. It appears that the Examiner has confused Kraemer’s retailer list for the gift list/registry itself, which is always created in response to the recipient’s own selections. According to Kraemer, a list of retailers is presented to the recipient based on a preferred list of retailers, or prepared in response to the recipient’s previous selections. (See Kraemer, col. 5, lines 25 - 30). Kraemer also states that the recipient is not limited to a list prepared in either of these manners, but may shop at unlisted retailers. (*Id.* at col. 5, lines 30 - 34). The registry is not created in response to these previous selections. Rather, Kraemer specifically states that the recipient himself selects items to add to the registry by browsing product webpages and registering gifts located on those webpages. (*Id.* at col. 5, line 40 - col. 6, line 11). Thus, it is

respectfully submitted that neither Kraemer nor Ogasawara, either alone or in combination, disclose or suggest "receiving, on a user computing device, a user selection of a first line item from a first electronic receipt stored on a remotely located data farm" in combination with "storing the list on the data farm after the selection is made," as recited in claim 1.

In addition, the Examiner contends that since gift givers must provide authentication to access the registry, this implies that they have received authorization from the recipient to view the registry. (See 6/7/07 Office Action, p. 4). Kraemer describes using a series of question and answer forms to make sure the giver accesses the proper recipient's gift registry. (See Kraemer, col. 6, lines 34 - 41). However, Kraemer never describes what these questions comprise, such as whether the questions relate to the giver himself or to the recipient. Based on this teaching, it is possible that the recipient has not authorized the giver to view the registry. For example, the recipient may have public knowledge regarding the recipient. Therefore, authorization is not necessarily required for access to the registry and it would be improper to conclude that, based on the answering of an unknown series of questions, the recipient has authorized the giver to view the registry. Thus, it is respectfully submitted that neither Kraemer nor Ogasawara, either alone or in combination, disclose or suggest "receiving a user authorization for a group of people to remotely review the list, the reviewing performed using at least one remote computing device," as recited in claim 1.

Based on the reasons discussed above, it is respectfully submitted that claim 1 is allowable. Because claims 2, 5, 7 and 8 and 14, 15 depend from, and, therefore include the limitations of claim 1, it is respectfully submitted that these claims are also allowable.

Claim 9 recites limitations substantially similar to claim 1, including "generating an electronic receipt for the transaction, the receipt including a line item corresponding to a purchase record for each of the first and second goods" and "*storing the electronic receipt in a remote database for later retrieval, wherein the user may select the line items using the user computing device and then store the selection in the remote database, thereby authorizing a group of users to retrieve the line items, the retrieval performed using at least one remote computing device.*" Thus, it is respectfully submitted that claim 9 is allowable for the same reasons discussed above with reference to claim 1. Because claims 10 and 12 depend from, and,

therefore include the limitations of claim 9, it is respectfully submitted that these claims are also allowable.

Claim 16 recites limitations substantially similar to those of claim 1, including "a first e-merchant stored in a first computing device and operable to generate an electronic receipt, wherein the electronic receipt includes a record of a first purchase transaction" and *"a shopping service stored in a second computing device coupled to the data farm and configured to retrieve the electronic receipt for a consumer and allow the consumer to remotely select a line item from the transaction record, thereby creating a review list stored on the data farm after the selection is made, wherein the shopping service enables the consumer to authorize one of a group of people to remotely review the list, the reviewing performed using at least one remote computing device."* Thus, it is respectfully submitted that claim 16 is also allowable for the same reasons discussed above with reference to claim 1. Because claim 17 depends from, and, therefore includes the limitations of claim 16, it is respectfully submitted that this claim is also allowable.

Claim 18 recites limitations substantially similar to those of claim 1, including "a computer program product for manipulating receipt data comprising a computer readable memory and a program module, the program module including instructions directing a processor to: select a first line item from a first electronic receipt, wherein the first electronic receipt includes a record of a purchase transaction; *store the selected first line item in a remote storage location after the selection is made, to form a list; and receive a user authorization for a group of people to remotely review the list, the reviewing performed using at least one remote computing device."* Thus, it is respectfully submitted that claim 18 is allowable for the same reasons discussed above with reference to claim 1. Because claim 19 depends from, and, therefore includes the limitations of claim 18, it is respectfully submitted that this claim is also allowable.

Claims 6 stands rejected under 35 U.S.C. § 103(a) as unpatentable over Kraemer in view of Ogasawara and further in view of U.S. Patent No. 6,963,848 to Brinkerhoff. (See 6/7/07 Office Action, p. 8).

Brinkerhoff describes a review collection system for collecting reviews of goods

and services. (See Brinkerhoff, col. 3, lines 56 - 58). The system provides purchasers with requests to provide a review for a purchased item or service a predetermined amount of time after the item was purchased or delivered. (Id. at col. 4, lines 3 - 8).

It is respectfully submitted that Brinkerhoff fails to cure the deficiencies of Kraemer and Ogasawara described above and that neither Kraemer, nor Ogasawara nor Brinkerhoff, either alone or in combination, disclose or suggest “*receiving, on a user computing device, a user selection of a first line item from a first electronic receipt stored on a remotely located data farm*” in combination with “*storing the list on the data farm after the selection is made*” and “*receiving a user authorization for a group of people to remotely review the list, the reviewing performed using at least one remote computing device,*” as recited in claim 1. Because claim 6 depends from, and, therefore includes the limitations of claim 1, it is respectfully submitted that claim 6 is also allowable.

In addition, Brinkerhoff describes customer reviewing of purchased items, whereas claim 1 recites “receiving a user authorization for a group of people to remotely review *the list.*” That is, the reviewing recited in claim 1 is a reviewing of the entire list, not the individual items purchased. Furthermore, reviewing according to Brinkerhoff is performed by customers, not an “authorized group of people.” Review requests are automatically sent, either via email or when the customer visits certain web sites. (Id. at col. 4, lines 15 - 33). There is no authorization whatsoever because the customer is the only person who receives the review request. Thus, it is respectfully submitted that Brinkerhoff does not teach or suggest “receiving a user authorization for a group of people to remotely review the list, the reviewing performed using at least one remote computing device,” as recited in claim 1.

Claim 13 stands rejected under 35 U.S.C. § 103(a) as unpatentable over Kraemer in view of Ogasawara and further in view of the article, “End-to-End Enterprise Solution: Extending the Reach of Retail Stores Through Point-of-sale Web Technology” (“the Article”). (See 6/7/07 Office Action, p. 8). It is respectfully submitted that the Article does not cure the deficiencies of Kraemer and Ogasawara, and that neither Kraemer nor Ogasawara, nor the Article, either alone or in combination, discloses or suggests “storing the electronic receipt in a remote database for later retrieval, wherein the user may select the line items using the user

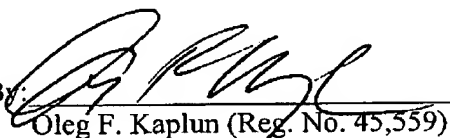
computing device and then store the selection in the remote database, thereby authorizing a group of users to retrieve the line items, the retrieval performed using at least one remote computing device," as recited in claim 9. Because 13 depends from, and, therefore include the limitations of claim 9, it is respectfully submitted that this claim is also allowable.

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AUG 07 2007CONCLUSION

In light of the foregoing, Applicant respectfully submits that all of the now pending claims are in condition for allowance. All issues raised by the Examiner having been addressed, an early and favorable action on the merits is earnestly solicited.

Respectfully submitted,

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